

School of Marketing and International Business

MARK 251 MARKETING MANAGEMENT (DISTANCE)

Trimester One 2010

COURSE OUTLINE

Name and Contact Details

Dr. Micael-Lee Johnstone

Lecturer in Marketing/Course Coordinator

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Your first point of contact should be the course tutors through the online discussion boards on Blackboard.

Trimester Dates

Please note the following dates for this trimester:

Teaching Period: Monday 1st March – Friday 4th June 2010

Study Period: Monday 7th June – Thursday 10th June 2010

Examination Period: Friday 11th June – Wednesday 30th June 2010 (inclusive)

Withdrawal from Courses:

Information available via

**Withdrawal dates: Late withdrawals with Associate Dean (Students) permission
(See Section 8: Withdrawals - from the Personal Courses of Study Statute)**

<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

Withdrawal dates: refunds:

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Class Times and Room Numbers

As this is a distance course, there are no class times.

The final examination for MARK 251 will be during the weeks of Friday 11th June – Wednesday 30th June 2010 (inclusive) in rooms on campus to be determined at a later date.

Course Content

Marketing Management is a strategic function within the firm requiring skills in market analysis, identifying fundamental shifts in customer needs and buying patterns, and crafting key elements of the marketing mix into a coherent marketing strategy.

This course develops both theoretical and applied aspects of formulating and implementing marketing strategies for products and services in different marketing environments. Central to the development of marketing strategies is an understanding of market definitions and an analysis of demand.

Note: As this is a distance course, all course content is located on your DVD/portal. Your assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard. As a quick reference, the course is broken down into 10 modules as follows:

SECTION 1: INTRODUCTION & SITUATIONAL ANALYSIS

Module 1.1 – Marketing Planning Process & Market Analysis

Module 1.2 – Segmentation & Competitive Analysis

Module 1.3 – Market Measurement & Profitability

SECTION 2: OBJECTIVES & MARKETING STRATEGIES

Module 2.1 – Marketing Strategies & Positioning

SECTION 3: MARKETING MIX

Module 3.1 – Product Development Programmes

Module 3.2 – Pricing Programmes

Module 3.3 – Advertising & Sales Promotions Programmes

Module 3.4 – Sales & Distribution Programmes

SECTION 4: COORDINATION, CONTROL & SUMMARY

Module 4.1 – Coordination & Control

Module 4.2 – Course Summary

Course Learning Objectives

By the end of this course, students should be able to:

- 1) Explain and apply marketing concepts to strategic marketing planning
- 2) Identify essential factors that should be considered when developing a marketing strategy
- 3) Design and organise the marketing mix and its constituent parts
- 4) Use financial problem-solving techniques to marketing opportunity analysis
- 5) Produce a marketing plan

Course Delivery

As this is a distance course, all course content is located on your DVD/Portal. Your assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard.

DVD

Instructions on how to run the DVD are provided in the front DVD insert and also in the appendix of this document.

Blackboard

Once you are into your course, you can navigate around using the left hand panel (main menu).

Below is an outline of the main menu items in the flexible MARK 251 site.

<i>Assessment</i>	Details of internet exercises, discussion board postings and tests.
<i>Discussion</i>	Used to post queries, problems and feedback, as well as for participating in the mandatory online discussions.
<i>Staff</i>	Contact details of staff involved in the course.
<i>FAQ</i>	Provides some information regarding commonly encountered queries.
<i>Gradebook</i>	Will eventually contain your assessment grades.
<i>Tools</i>	Personal tools. Also where you'll find the online Blackboard manual.
<i>Feedback</i>	Where you give your anonymous feedback for the course.

Additional Blackboard Help

For more information on using Blackboard, have a look at the Blackboard Learning System *Student Manual*, available at

http://company.blackboard.com/docs/cp/learning_system/release6/student/

Expected Workload

It is expected that between video lectures, video cases studies, interactivities, assigned readings, discussion board postings and preparing assessment material you should spend at least 8-10 hours per week. It is vital that you meet all mandatory course assessments according to established dates and times.

Group Work

There is no group work in MARK 251.

Readings

Before your course starts you should purchase the required text:

Guiltinan, J.P., G.W. Paul and T.J. Madden, *Marketing Management Strategies and Programs*, 6th edition, McGraw-Hill, 1997 or 2003.

Victoria Book Centre has copies of the textbook. For more information, you could contact Vic Books either on (04) 463 5515 or enquiries@vicbooks.co.nz

Materials and Equipment

Please refer to the appendix at the back of this outline for reference to issues related to the use of the CD/DVD and website associated with MARK 251.

Assessment Requirements

Assessment in MARK 251 is comprised of weekly compulsory discussion board postings, 3 assignments, and a final examination. For details, please refer to the 'Assessment' folder in Blackboard.

No.	Assessment	%	Due Date
1	Situational Analysis Part A <i>1500 words</i> (Objectives 1,2)	10	Thursday 25 March, 8pm
2	Situational Analysis Part B <i>2000 – 2500 words</i> (Objectives 1,2,4)	20	Thursday 29 April, 8pm
3	Marketing Strategy Paper <i>2000 words</i> (Objectives 1-5)	20	Thursday 27 May, 8pm
4	Final examination (Objectives 1-4)	50	11 June – 30 June 2010
		100	

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

The final examination for this course will be scheduled at some time during the period from **Friday 11^h June – Wednesday 30th June 2010.**

Penalties

Assignments received after the deadline will have **10% deducted from the available grade, per day**. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc. In addition, files that cannot be opened will be deemed late and incur penalties.

Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment) by the MARK 251 Course Coordinator, and only in consultation with the Course Coordinator. Tutors are **not** authorised to grant extensions. Only the Course Coordinator should be approached. Extensions need to be arranged before the due date.

Mandatory Course Requirements

In addition to achieving a final mark of at least 50% in the course, you must also:

- Contribute to **all** 10 compulsory discussion boards and you must not post late for more than 2 of these discussions.
- Complete Assessments 1, 2, and 3.
- Sit the final examination during the examination week.
- Achieve at least 40% in the final examination.

Failure to meet the mandatory course requirements will jeopardise your ability to pass the course.

Communication of Additional Information

For any course content related questions or course administration queries or problems, including Blackboard issues, please first go into the appropriate *Discussion* as solutions or hints to these queries are often provided by your classmates and tutors will be overseeing and facilitating these discussions. For unresolved queries relating to the above issues contact Micael-Lee Johnstone, the MARK 251 Course Coordinator – e-mail: micael-lee.johnstone@vuw.ac.nz

At the end of the semester, all internal assessment marks will be displayed on *Blackboard*. All students are requested to check these – any discrepancies should be reported to the Course Coordinator as soon as possible.

For technical help please make sure your computer meets the required specifications listed on the back of your DVD and that you have read the instructions covered in the front insert of the DVD and in the appendix of this document. For help with Blackboard please refer to the appendix of this document.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy>

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcademic/Publications.aspx

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/

APPENDIX

Information for Distance Students 2010

These guidelines have been prepared for distance students enrolled in MARK 251. **It is important that you read them thoroughly as they contain crucial information.**

Step-by-Step How to Get Started

1. Please put the DVD into your Drive. If the 'What do you want Windows to do' pops up – just click cancel.
2. Open up the DVD.
3. Copy the application VicDistance.exe icon (or VicDistance.app in the Apple Mac users folder) onto your desktop or into your programs folder. If you experience any messages just click cancel.
4. Start the application (double click the VicDistance icon).
5. Click on the 'Getting Started' button which is near the image of the lecturer.
6. Follow the instructions in Getting Started and watch the introductory video.
7. Please follow all instructions (including clicking the 'Access Blackboard' button – see below – plus 'Key Dates' and 'Announcements').

Logging into Blackboard:

Log on using your SCS username and password.

a. **SCS username**

The *username* is constructed from the first 6 characters of your last name (less if you have a short surname) and the first 4 characters of your first name (less if you have a short first name). If the username already exists a number is added.

eg Darren Hay - haydarr, or haydarr1 etc. **Your *username* is printed on your confirmation of study form**

b. **SCS password**

Your initial password is your student ID number.

When you log-on for the first time you must change your password for all the services to work. This is necessary for the security of your account. More information on changing your password is available via the password link at the top of any SCS webpage.

Once you have logged into Blackboard, select your course from under *My Courses*.

- c. If you are experiencing problems with logging onto Blackboard, contact SCS (ITS Helpdesk) normally by phone first (as this will tend to be the quicker option):

via Phone - available 8.00am-5.30pm weekdays (except during a staff meeting 3.00pm-4.00pm on Thursdays).

(04) 463 5050 - off campus

5050 - on campus

You can access all this information online at <http://www.vuw.ac.nz/scs>

via **Email**- emails will be answered between 10.00am-4.00pm weekdays
scs-help@vuw.ac.nz

Once you have completed the 'Getting Started' section please begin the course. Module 1.1 is in Section 1: *Introduction & Situational Analysis*. You access it by clicking the *Customer* button near the top left corner.

Library Services

Look at the library website to see what the library offers for distance students
<http://www.vuw.ac.nz/library/services/distance/>.

There is online instruction available at <http://www.vuw.ac.nz/library/instruction>

Lending Services

- You may borrow books from the VUW Library collection
- You may request photocopies of journal articles and book chapters (charged at 10 cents per page)
- You may request books from other libraries through VUW Library's Interloan service (some charges apply)

To make a request for books or journal articles, complete the electronic form at:
<http://www.vuw.ac.nz/library/services/distance/request.shtml> or

Contact the Distance Lending Services:

Email: lending-distance@vuw.ac.nz
Telephone: 0800 700002
Fax: (04) 4636663
Post: Lending Services (Distance)
Victoria University of Wellington Library
PO Box 3438
Wellington

Access to Online Databases

You can search for journal articles using the online databases at <http://distance.scs.vuw.ac.nz/sites/>. Select the database you require and when prompted, enter your SCS username and password (sometimes you may have to enter this more than once). For help accessing the online databases, contact the Central Library Reference and Research Office between 9am and 5pm, Monday to Friday on +64 4 463 6176, or ask a librarian at <http://www.vuw.ac.nz/library/services/ask>

Accessing Electronic Journals

1. To access electronic journals which the University subscribes to, follow these steps: Search for the journal on the Online Library Catalogue (<http://victoria.conzulsys.ac.nz/>)
2. If the university has an electronic subscription to the journal, the link to the database through which it can be accessed will be displayed under the *electronic access* field. Make a note of the database.
3. Go to the online databases page for off-campus students (<http://distance.scs.vuw.ac.nz/sites/>) and select the database that you need.

4. You will then be prompted for your SCS username and password. Sometimes you may have to enter these more than once.
5. You should then be logged into the database as a Victoria University user. You may then search for the journal article that you require.

Submitting Internet Exercises

Please follow the guidelines below when submitting your three reports:

Electronic Submission

Requirements for electronic documents:

- Files to be saved in Microsoft Word (.doc) Page size to be set at A4
- Margins to be at least 2cm (preferably 5cm for the left margin)
- 1.5 line spacing
- 12 point font size
- Include page numbers
- Include a title page which shows the course number and name, your name, the course lecturer, the title of the assignment, and the date the assignment is due
- Provide a word count at the end of the assignment

Please go to the *Assessment* section in the main menu in Blackboard for more information about how to submit it online.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. *Turnitin* is an on-line plagiarism prevention tool, which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy typed by the School and subject to checking by *Turnitin*. *Turnitin* will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party. You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources.